

# Extracts from Final Report of Warm Up New Zealand: Heat Smart Post Installation Research (October 2012)

Research conducted on people that have insulated through the programme

## Background

**Research conducted with those who have had insulation installed through service providers of the Warm Up New Zealand: Heat Smart Programme**

- Householders satisfaction levels after their installation
- The benefits householders are experiencing
- Perceptions of value for money spend
- General feedback from householders
- A benchmark study was completed in June 2010 and the survey has since been repeated each quarter amongst 250 customers
- **This is the final report for this research, with all previous samples combined**

## Research approach

- From June 2010 to October 2012 (in quarterly intervals), a telephone survey was conducted amongst customers who had been through the programme
- As this is the final report for the project, all responses have been combined from June 2010 to October 2012 to provide overall findings.
- The measures in this report are primarily based on responses to all surveys conducted since the benchmark in June 2010 (n=2,315)
- For the questions which have remained consistent across all of the periods (the 2,315 referred to above) there is a margin of error of  $\pm 2.04\%$

## Key findings

***94% of those surveyed were satisfied or very satisfied with the results of items installed***

***96% of those surveyed felt they received good value for money***

***78% of those who had ceiling and/or underfloor insulation installed rated having insulation in any future home as being extremely important***

**Warmth and Health:** People are noticing significant improvements to the warmth and health of homes following installation of insulation.

***84% of those who had insulation installed (2,247) noticed an improvement in the warmth of their house.***

***42% of those who has insulation installed (2,247) noticed an improvement in their health or the health of others living in the house.***

***62% of those who had asthma/regular sickness – coughs, colds, respiratory problems noticed an improvement in their health.***

Base: Total Sample (n=2,247), those households with asthma or regular sickness sufferers from Sep-11(n=316)

